

RFP Q & A

1. The RFP states that the public relations and advertising portions will be scored separately. Will the same people be scoring both portions?

No. It depends on the number of proposals that are submitted.

2. What factors were considered when determining the budget splits between public relations and advertising for each year?

Cost of advertising and production and desire to implement immediately a public relations campaign.

3. Page 12 of 74, B. Technical Proposal Scoring (Advertising) indicates that 60 points are possible for budget yet the cost proposal is to be submitted under separate cover and not opened until after the orals (pg. 8). Please clarify.

The proposed budget forms in Attachments F and G will be modified by addendum to simplify categories, delete the dollar amounts and show costs as a percentage of the cost proposal. Addendum #2 to ADP RFP-06-5 will be available on ADP's web site by close of business Friday, February 9, 2007.

The requirement for a proposed budget for the distribution of advertising funds of approximately 7 million dollars (60 points possible) is part of the requirement of the Written Proposal of the RFP. All bidders are required to provide a proposed budget distribution of this estimated fixed amount as part of their Technical Proposal. The addendum will clarify that the proposed budget in the technical proposal use percentages of the total costs not a dollar amount. The proposed budget will be evaluated. The proposed budget for the distribution of advertising funds is different than the bidder's overall cost proposal contained in the sealed envelope, which is the bidder's proposed fixed cost for the bidder to provide all services required under the RFP to the State.

4. Page 18 of 74, 4. Proposed Budget indicates 10 points possible for DVBE. Could you please explain this scoring? For example, would a firm committing to 3% or more DVBE participation receive more points than a firm doing the Good Faith Effort with 0% DVBE participation or a firm doing the Good Faith Effort with more than 0% but less than 3% participation?

A firm committing 3% or more of their total bid amount to a DVBE would receive 10 points. Proposal with less than 3% committed to a DVBE or making a Good Faith Effort would receive less points.

NOTE TO BIDDERS: For DVBE resources information, please go to www.pd.dgs.ca.gov/publications/resources. Scroll down this page and click on State, Federal, and Local Contracts. This will provide you with an updated version of the DVBE contacts.

5. The RFP requires that in order to qualify for this contract, public relations firms must have had a minimum of \$4 million in annual gross billing between 2002 and 2005. Please clarify the meaning of gross billing. For example, if a firm does significant PR work and, as part of its PR strategies, includes and bills advertising, does all the work count toward gross billing of the firm?

We are looking for gross billings on all work performed.

6. Do you consider development of collateral materials to be advertising or public relations work? If collateral materials are developed by a public relations firm, does that mean it qualifies in the PR firm's gross billing as PR work? And if collateral materials are developed by an advertising agency, does that mean it qualifies in the ad agency's gross billing as advertising work?

The development of collateral occurs in both advertising and public relations and would count toward gross billings.

7. Requiring a \$4 million annual gross billing history from those applying for your public relations work, depending upon how you define gross billing, could favor the larger public relations firms. Was that ADP's intention?

ADP is looking for firms that are able to handle the size and scope of this contract. ADP recognizes the vast talent in public relations and advertising agencies large and small and we encourage smaller firms to partner if necessary.

8. Page 13 of 74, C. Written Proposal, 1. Agency Capabilities, a) Executive Summary, Service Capability, which is scoring for Advertising, asks how an agency would provide promotion, outreach and publicity services. Does this mean that an advertising agency that provides these traditionally – viewed PR services would gain greater points than an advertising agency that does not offer them?

This requirement will be modified in Addendum #2 ADP RFP-06-5 by close of business on February 9, 2007.

9. Page 49 of 74, Attachment C, 1. Services To Be Performed, G. references the development of a web site. Is this in addition to the existing ADP site, www.adp.ca.gov ?

Assist in development of a methamphetamine site on the ADP website.

10. Page 49 of 74, Attachment C, 1. Services To Be Performed, G. states that the Web site should provide information about prevention and treatment. Is the contractor responsible for development of that content?

Yes, with help from the Department of Alcohol and Drug Programs. Also ADP envisions the contractor(s) having access to ADP's roster of technical assistance providers, including the ADP Resource Center, for information and materials that have already been developed.

11. Page 57 of 74, Attachment F, Sample Budget Advertising – can proposer use fully – loaded hourly billing rates (inclusive of direct labor, fringe benefits, operating expense and indirect costs) in submission of the sample budget in lieu of the breakouts as shown in the form?

Yes. Please see question 3.

12. The RFP lists two priority audiences but states on page 2, “ADP envisions a campaign that targets the MSM population first.” What does this mean for advertising in terms of planning and placement?

We anticipate a campaign that targets the MSM community first. Advertising and public relations firms should plan accordingly. Consecutive year concepts should include plans to expand the reach to target additional populations.

13. Are media commissions allowable under the advertising portion of the campaign?

The bidder must provide a fixed price for all services including media buys.

14. Which Asian languages should be targeted in the advertising portion of the campaign, as indicated on the sample budget for advertising?

Three female subpopulations had higher treatment admission rates in California:

- Filipino
- Guamanian
- Japanese

15. Given the need to pay media buys in full time of placement, will the 10% payment withhold be eliminated for paid media buys?

Yes. The amount paid to the contractor for the specific purpose of media buys will not be subject to the 10% withhold.

See Addendum #2 to ADP RFP-06-5 which will be available on ADP’s web site within three days and will address this issue.

16. The RFP notes that the project work plan may be single – spaced. Does this apply to both the detailed plan required for year 1 and the summaries required for years 2 and 3?

Yes.

17. Are creative samples to be submitted with the original and all 6 copies of the RFP response or just the original?

The original and all six copies.

18. Under Creative Capabilities item (iii), should the three work samples from other campaigns include a brief case study or narrative of any kind?

A brief case study or narrative may be submitted but is not required and will not result in the award of any additional points.

19. Under Creative Capabilities item (vii), what does “the annual campaign” refer to?

The Methamphetamine Public Education Campaign.

20. On page 2, the RFP states that proposers will be expected to involve the 58 County Offices of Alcohol and Drug Programs in campaign activities. Please be more specific about this expectation. Does this requirement pertain to the advertising portion of the campaign or just the public relations portion?

This requirement pertains to public relations; although it will be important to communicate all campaign activities to counties.

21. If you select separate public relations and advertising firms to work on the campaign, how will the work of the two agencies be coordinated? By the ADP? Or, for example, will one of the firms be designated as the lead, coordinating overall thematic direction and establishing timetables, etc.?

ADP expects the agencies to work in collaboration and the Department may or may not designate a lead agency. Also ADP is in the process of hiring staff to oversee the campaign.

22. If you select separate public relations and advertising firms to work on the campaign, will ADP work with each separately on billing and administrative matters or will one be designated as the prime contractor and carry and convey the billing of both firms?

ADP expects to work with each agency separately on billing and administrative matters.

23. Are there incumbent advertising and/or public relations agencies which meet the minimum qualifications of the proposer under ADP-RFP-06-5 that are currently working with ADP to reduce alcohol and substance abuse in California? If so, is ADP satisfied with services they have provided? Will these agencies be eligible to bid on ADP-RFP-06-5?

ADP is currently working with the Partnership for a Drug Free America on a \$200,000 methamphetamine general awareness campaign and has a \$90,000 contract with the American Indian Training Center for a Native American Women's Public Awareness Campaign that includes an annual conference and a monthly publication called "Red Voices". Both would be eligible to bid on the campaign.

24. Will the Partnership for a Drug Free America and/or its partner agencies be eligible to bid on ADP-RFP-06-5? If not, what is ADP's expectation with regard to the coordination of the advertising and public relations campaign solicited under ADP-RFP-06-5 with The Partnership for a Drug Free America public education campaign? It would seem prudent to leverage research and creative resources to stretch limited public funds, ensure consistency and reduce duplicative efforts. Is there a commitment on the part of the Partnership to collaborate?

The Partnership for a Drug Free America is eligible to bid if it meets submission requirements. The Partnership Campaign is scheduled to conclude in June 2007. ADP is looking for creative specific to California and does not plan to use research or creative from the Partnership.

25. Given that the Governor's Prevention Advisory Council is recommending a multi-faceted and comprehensive approach to reducing methamphetamine use, what formal and/or informal mechanisms has ADP created to facilitate the coordination of the various components of the California Methamphetamine Initiative?

There are no formal coordinating mechanisms. The California Methamphetamine Initiative is managed by staff who have developed linkages to GPAC members, counties and other stakeholder groups.

- a. Does ADP have an expectation that the advertising and public relations campaign solicited under ADP-RFP-06-5 will support the distribution of the Methamphetamine Practitioner's Treatment Reference Guide?
- b. Does ADP have an expectation that the advertising and public relations campaign solicited under ADP-RFP-06-5 will support local activities funded through the proposed Competitive Action Grants?

a. No

b. Not at this time

26. What level of involvement does ADP expect the 58 County Offices of Alcohol and Drug Programs to have in the advertising and public relations campaign solicited under ADP-RFP-06-5 – page 2? Does ADP already have a commitment on the part of County Offices to participate in the development and implementation of the campaign? If not, how will that commitment be obtained?

We leave that to the agencies to propose. However, many counties have set up community groups to address methamphetamine. ADP has been keeping county administrators informed of campaign events and is developing an online newsletter for more frequent correspondence.

27. If we build it, they will come. Given the purposes of the proposed statewide campaign – to prevent meth use encourage discontinued use, and motivate individuals to seek help if necessary – and given that the Governor's Prevention Advisory Council Report notes the lack of treatment resources or effective evidence-based practices for meth use, how does ADP propose to address the concern that increased public awareness may lead to false hopes, especially in rural areas where treatment resources are severely limited? What measurements of success would ADP envision for the campaign given this concern?

A successful campaign would reduce and prevent methamphetamine use. ADP is working with stakeholders to identify and coordinate needed treatment resources.

28. Given that traditional advertising channels, such as television, radio, print, and outdoor advertising, may not be the most effective means to reach target audiences, would ADP support alternative strategies not listed under Attachment C, Scope of Work, Section (1)(F)(3) – page 49?

ADP is open to all suggestions with supporting rationale.

In addition, given ADP's mission to reduce alcohol and drug use, could funds be used for advertising activities in bars and dance clubs, for example, as recommended in the Governor's Prevention Advisory Council Report for reaching gay men?

Yes.

29. Once the campaign's interactive website is developed, a) would ADP support this website on the State server – page 49? b) Or is it the expectation of ADP that the proposer provide resources to staff and maintain the website for the length of the contract?

- a. Yes.
- b. It is ADP's expectation that the contractor will provide content, design suggestions, and overall web site strategy.

30. Can funds be used to provide cash stipends to youth/adult focus group participants?

Yes if included in the proposed budget.

31. Are proposers required to submit sample collateral with bid copies or will one set of collateral submitted with the original proposal suffice?

See question 17.

32. What are the current "ADP-fund public relations activities: - page 49?

This refers to the PR activities under ADP-RFP-06-5.

33. What involvements, if any, will the Governor or First Lady, have in campaign activities?

We would be open to suggestions on how to involve the Governor, First Lady or other individuals in campaign activities.

34. What language capacity does the California Methamphetamine Information 800 Line have outside of English?

Currently the line can accommodate English and Spanish speakers.

35. What specific external groups does ADP expect the contractor to work with at the local, state and national levels – page 52?

Groups representing the MSM community, County Alcohol and Drug Program Administrators, and Community methamphetamine task forces.

36. ADP specifies Spanish and Asian language marketing collateral under Attachment D Scope of Work for public relations activities but not for advertising – page 52? Was this an oversight?

Yes. Page 2 of the RFP states: In addition to English, the campaign should feature Spanish and Asian language materials.

37. Would it be considered a conflict of interest to partner with members of the Governor's Prevention Advisory Council or other existing ADP contractors in submitting a bid?

No, unless they are listed on page 55 C3.

38. (a) If two separate agencies were to partner, in order to facilitate bidding the entire contract, both advertising and public relations, is it necessary that the proposer specifically possess demonstrated experience in developing and managing statewide social marketing and/or public education campaigns?

The Proposer must have demonstrated experience in advertising and/or public relations and experience developing and managing statewide social marketing and/or public education campaigns.

(b) Can the experience and gross advertising billings be cumulative between the two companies, as long as the subcontractor (partner company) possess the stated requirements?

Gross billings can be cumulative.

39. Of the three stated communications objectives: prevention, discontinuation encouragement, and seeking help, which is the primary?

ADP has not identified a primary communications objective. ADP is open to suggestions from agencies and the accompanying rationale from agencies.

40. In what way, if any, will agencies be expected to contribute to the Practitioner's Treatment Reference Guide?

The Practitioner's Treatment Reference Guide is expected to be completed before ADP-RFP-06-5 is awarded. ADP will be sending it to counselors in the state. Beyond that, agencies should consider the Treatment Guide as a resource for the campaign.

41. The oral presentation date is four days after the finalists are to be notified. Are finalists expected to develop a full-blown creative campaign in only four business days?

Finalists should be prepared to develop an oral presentation based on the campaign proposed in the written proposal. Presentation of creative ideas shall be limited to storyboards, which shall be of the stick figure type. Also see page 22 of the RFP, number 3.

42. What are the requirements for co-op advertising with The Partnership for a Drug Free America? For example: TV tagging (i.e. for a 30 second spot long commercial, how long does the PDFA tag need to be?), logo size, etc.

The PDFA works on a pro bono model, ADP plans to buy media. ADP is looking for creative specific to California and its target populations and does not plan to use the PDFA ads.

43. Is prior experience working with the PDFA weighed any way during the review process?

No.

44. Your website states that there is a \$10 Million statewide methamphetamine public education campaign. Another bullet headline "Public Education Campaign" spells out the collaboration with the PDFA. Is this RFP for both efforts?

No. The PDFA is a separate campaign that is scheduled to conclude in June 2007.

45. On page 2, the RFP states "ADP envisions a campaign that targets the MSM population first." Does that mean that 1) the primary audience in year one is MSM or 2) the MSM audience should be a primary focus for the entire 32 months?

ADP expects a campaign that leads with the MSM community and continues over time. ADP

will also look to agencies to suggest a strategy with rationale for addressing the MSM community.

46. Could you elaborate on what you are currently doing to involve or coordinate efforts with the 58 County ADP Offices to combat methamphetamine use?

The department is structured so that 91% of its funding is passed down to the local communities who provide alcohol and drug treatment and prevention services. In addition to direct funding for programs and services, the Department also provides education at its annual treatment conference and at the bi-annual Substance Abuse Research Consortium where researchers present their latest findings on current issues in alcohol and other drug abuse. The Department also makes available technical assistance for counties and disseminates information during quarterly meetings of County Alcohol and Drug Administrators.

47. Is it possible that ADP could award a PR or advertising contract and recommend or require subcontractors from the losing bidders?

No.

48. On page 9 it states that ADP will not time stamp submissions. Will you offer a form of receipt to the bidders?

On page 9, III. Submission Requirements, A. Submission, see first paragraph which states that Bid Proposals will be time stamped by an ADP employee. A receipt will not be given.

49. Please confirm that the executive summary and agency personnel sections are the only ones with a required number of pages.

Executive Summary	10 page maximum
Agency Personnel	2 page maximum/per employee
Evaluation	5 page maximum

50. Can you elaborate on the advertising and PR orals section (that the presentation should be “stick figure” type?) (a) Does that mean creative should be limited to a certain extent, very concept in nature? (b) Is this also a requirement in the written proposal should the proposer choose to show creative concepts?

(a) Creative should be conceptual in nature.
(b) Yes.

Also see question 68.

51. Neither African American men nor women are not mentioned as a specific audience for this campaign, though Latinos are. For targeting, can we rule out African Americans as a target audience or as a significant part of any of the subgroups (MSM, women) mentioned in the RFP?

Proposers are asked to develop and implement a comprehensive, statewide advertising and public relations campaign targeting two priority audiences.

- Men Having Sex with Men
- Women of childbearing years

The reality of methamphetamine addiction is that it affects all communities and all ethnicities.

Methamphetamine is used by all ethnicities and African Americans are among the MSM population to be addressed by the campaign. ADP would look to agencies for suggestions on how and when to reach African American population.

52. One target audience identified in the RFP are Asian Pacific Islander Americans. How many Asian language groups do you expect we'll need to target? Which ones? The number of languages has an impact on costs.

See question 14.

53. Does ADP currently work closely with any celebrities? If so, would these celebrities be available for use by the campaign?

No.

54. For the Executive Summary (p.24), should it be capabilities – focused or more of a summary of the work plan, strategies and concepts? Or both?

It should be capabilities focused.

55. On page 52, how do you define “external groups?”

External groups: Treatment providers, County Alcohol and Drug Administrators, Community-based organizations, Ethnic groups, Gay and Lesbian organizations.

56. There are references to proposed strategy (p.27) and work plan (p.10) and proposer's narrative (p.10). Are these the same or different documents? If so, please clarify the specific nature of each document and their required spacing (single or double).

The narrative represents the entire technical proposal which consists of a work plan that is consistent with the components of the technical proposal and the activities in the scope of work. Agencies may single or double space.

57. Is any PR or advertising agency currently working with ADP on the methamphetamine issue, or a similar issue? If so, can we get information on those campaigns?

ADP has a contract with the PDFA for a six month general awareness campaign. Please visit www.adp.ca.gov and click on methamphetamine for more information.

Also see question 23.

58. The sample budget form requests information including monthly or hourly salary rate, overhead rate, fringe benefit and profit amount (See page 29 Line Item Budget Instructions – par. A. 1 and page 57 – Attachment F – Direct Labor and Indirect Labor and page). On other State of California contracts, we normally provide fully burdened billing rates, which would be inclusive of all those items. Would this be satisfactory for submission on this RFP?

Yes.

59. On p. 29, 4.b) – All budget items must be fully explained and justified in a narrative entitled “Budget Justification” – how specific is each “line item” explanation? To what level of detail per line item? Do you have a sample budget justification to share for similar services?

Budget justifications should include enough detail to answer:

1. Why each individual line item is being charged to the project.
2. Why the quantity of a line item is reasonable (i.e. amount of personnel time, travel etc).
3. Why the cost of each line item is reasonable in price.
4. Which formula was used to determine the cost of each line item.

60. Can staff resumes be in “bio” format, as long as all the required information is included in them?

Yes.

61. On page 28, 3.b) Subsequent Years Concept – how detailed is the summary of your proposed concept for subsequent years 2 and 3 funding? How many pages is this section in your estimation?

ADP does not expect subsequent years concept to be as detailed as year one. However ADP would like to get a sense of how a firm proposes implementing the campaign over a three year time frame. There is no page limit for a Subsequent Years Concept.

62. On page 32, DVBE is “encouraged.” (a) If we already will be using one, do we need to go through the DVBE recruitment process? (b) Is it up to our discretion regarding the DVBE percentage appropriate for our proposal needs?

You do not have to go through the DVBE solicitation process as you are already using a DVBE. Please fill out Exhibit A, Disabled Veteran Owned Business Participation Summary, enter Tier 1 or 2, the amount you will be applying for DVBE, etc. The percentage you are applying is up to your discretion.

63. On Attachment A, p.37, the RFP states: “If you plan to subcontract any portion of this contract, please list the names and addresses of individuals/organizations.” Is this information to be included immediately following that statement, or at the end of the cover page? The formatting is not clear.

At the end of the cover page.

64. What firm or group of individuals helped create the TV and radio spots that are available on CA ADP’s web site or were they all done by the Partnership for a Drug Free America?

They were done by advertising agencies on behalf of the Partnership for a Drug Free America.

65. Please confirm that you are still looking for new creative despite the fact that TV and radio spots have already been developed.

ADP is looking for new creative.

66. To demonstrate gross billing, can our agency (which is national) provide a copy of our end of the year report/financial statement vs. a statement by a CPA?

An end of the year/financial statement is acceptable as long as the statement(s) cover 2003, 2004, and 2005.

67. Please confirm that if two firms (advertising and PR) submit together that the proposal could be 1 cover letter, 1 executive summary, 1 set of bios, etc. with separate scopes addressing advertising and PR along with separate budgets and work samples. Or does the submission need to be two separate proposals?

A submission by partnering firms may be one proposal containing separate concept sections that include scopes of work, budgets and work samples.

68. For spec, do the story boards literally need to be drawn with stick figures or can the mock-up be done in another "draft" format?

ADP does not expect agencies to develop completed creative. Creative will be considered conceptual and draft format other than stick figure is acceptable.

Also see question 50.

69. If two agencies team together and decide to use the same research firm, for example, does that information (subcontractor expertise) need to be repeated in both sections or can it be cross-referenced.

It can be cross referenced.

70. If a combination response is submitted can funding for research come out of one budget, but the information be used to inform the other discipline? Or does each work plan need to have a separate research section and budget?

ADP will look to bidders for research, proposals that includes measurement of outcomes, strategic planning, focus groups and message development. A research budget can be contained in one budget proposal but must be available to inform the other discipline.

71. How "cutting edge" does the state want to go in reaching the MSM population?

ADP wants to reach the MSM community and is open to all ideas along with a clear rationale for how the campaign will reach the desired communities.

72. The RFP states that ADP envisions a campaign that targets the MSM population first. Does that mean Year 1 should be dedicated to MSM only or is the timing for when to target women up to the bidder?

See question 12.

73. For the Account History section, do you want information from the prime only or can subcontractor information be included as well?

ADP will accept additional campaigns from subcontractors.

74. For the Creative Capabilities Section, do the additional campaigns need to be from the prime or can they be from subcontractors?

See question 73.

75. Can we provide more creative samples than the amount listed – 1 case study and 3 additional campaigns?

No.

76. If we submit a response to both the advertising and PR portions by putting together a comprehensive team, please confirm that the “team” would be asked to do one oral presentation. Please confirm the length of the presentation.

If possible ADP will schedule back to back presentations to accommodate each discipline. ADP anticipates interviews lasting up to two hours.

77. On page 10, it states that the narrative portion of the response should be double spaced, but that the project work plan may be single-spaced. Please confirm that the narrative portion would be all other sections beside the actual work plan.

See question 56.

78. The RFP mentions garnering additional funding. Will ADP look to the successful bidder to lend assistance in this effort?

SB1500 (page 4) authorizes ADP to collect private donations to fund methamphetamine prevention campaigns. ADP has no plans to seek assistance from the successful bidder but may reconsider in the future.

79. Please clarify what is meant on page 5, “Proposing agencies shall not sign exclusive agreements with subcontractors.” Does this mean that ADP will want the ability to approve all subs and move subs around as needed or does this mean that in pursuit of the RFP prime bidders can’t ask for subs to be on their team only?

Prime bidders cannot ask for subs to be on their team only.

80. Page 1, Item A: states that the Department received \$28.35 million for this three year campaign. Yet page 6, item 2 states that the money is subject to annual appropriation. At what point and on what criteria will the campaign’s success be judged for continued funding?

Criteria for continued funding was not set out in AB1801. The Governor’s 07/08 budget proposal contains another \$10 million in addition to the \$10 million appropriated in 06/07.

81. Page 1, Advertising and/or PR: Does the Department place any value on the synergy and effectiveness of an ad agency and PR firm that have chosen to work together? How will this be evaluated?

The Department is looking for an integrated campaign and will consider equally agencies with a past history of partnering and agencies who have never partnered.

82. Page 1, Last Paragraph: Why are African Americans and Native American's excluded from the target audiences for this campaign when page 9 of the GPAC report the Department references states that both these populations have extraordinarily high incidences rates? At the same time, Asian/Pacific Islander groups are required to be included in the target audiences, when their incidence rate (2.7 percent) is required far below their populations and targeting them would require materials to be developed in at least a half dozen different languages. There are almost as many African Americans and Native Americans combined (20.4 percent of admissions) as there were Hispanics (23.8 percent admissions.) This poses a huge potential public relations disaster as these programs will likely raise very real concerns about being left out of the program, and the African American media will also justifiably make this an issue.

ADP continuously monitors state and national data for drug use and admission trends. A change in target audience could occur in subsequent years of the campaign based on new new drug use or admissions trends. Also see question 51.

83. Will the Department be responsible for soliciting funds, or will the contractors be expected to do so? Has the Department already received any funds, and if so, how much and from what sources? If the contractor(s) are expected to solicit funds, please give guidance as to what kinds of organizations we are permitted to solicit. Specifically, are pharmaceutical companies that manufacture and/or market pseudophedrine permitted or expected to be a partner in this campaign? They would appear to be an obvious target for fundraising by this legislation, however the Department's language on conflicts would appear to specifically exclude them and prohibit contractors from working with them.

The Department has received a \$25 check from a group of Sacramento Area students.

Conflict of interest language on page 56 H has been modified to read:

"ADP's determination of a suspected or potential conflict of interest will be based on all of the Contractor's/Proposer's business affiliations and contractual relationships. If the Proposer has a suspected or potential conflict of interest, the Proposer shall attach to this form a description of the relationship, a plan for ensuring that such a relationship will not adversely affect ADP, and procedures to guard against the existence of an actual conflict of interest."

Any inquiry into a potential conflict will be evaluated under California state law, regulations, policy, and standards identified in this RFP. For additional information about California law governing conflicts of interest, bidders may wish to review the California Attorney General's booklet, "Conflicts of Interest" at www.ag.ca.gov/publications/coi_2004.pdf.

Also see question 78 for additional guidance.

See Addendum#2 ADP-RFP-06-5 which will be available on ADP's web site within three days and will address this issue.

84. Language in SB 1500 lists both market research for message testing and in a separate

paragraph requires the Department to conduct research to determine effectiveness of the campaign. Is the Department going to conduct some specific research to address this requirement? If not since continued funding would seem to be partly contingent on meeting this requirement, please indicate what type of research bidders should include in our work plans that will satisfy this requirement.

ADP will look to bidders to propose a research strategy that includes measurement of outcomes, strategic planning, focus groups and message design.

85. Page 5, 2nd paragraph, Page 18 item 4c and Page 20 item V. State that the Department “encourages” the use of DVBE subcontractors. Is this just encouraged and not required? Is this RFP exempt from the normal DVBE regulations to advertise and either contract or show a good faith effort? Attachment H (page 61) suggest that the normal State DVBE requirements apply, in which case, bidders would be required by statute to either use a DVBE subcontractor or submit a good faith effort. Please clarify this issue since failure to follow DVBE requirements typically disqualifies a bidder in State of California RFP.

As established in ADP-RFP-06-5, page 18 and page 20, the Department encourages DVBE participation, but it is not a requirement. See question 3.

86. Page 7, item I.4: Is a letter of intent mandatory or only requested? What information is to be included?

The Letter of Intent is requested but will not disqualify a bidder if not submitted. The Letter of Intent provides ADP with an estimated number of proposals the Department will receive and helps with the scheduling of the evaluation committee to score the proposals. Your Letter of Intent can be very brief, stating that it is your organization’s intent to submit a proposal for ADP-RFP-06-5 California Methamphetamine Initiative.

Page 7, item I.9: Will General funds appropriated for the 06/07 fiscal year be available to reimburse services rendered between 7/1/07 and 12/31/07? Same question for years 2 and 3.

Yes.

87. Page 8, item E.4: Does the 10% holdback apply to media billings? Other departments with whom we have worked with have exempted media buys from the withhold. Also, are contractors required to wait all three years to collect roughly \$2.8 million withhold? This not only seems onerous, but also would pose budget obstacles for the Department since FY1 and FY2 money will not be available in FY3 to pay the withhold.

Media buys must be submitted on a separate invoice. Also, see question 15.

88. Page 12 and Page 23: Conflict of Interest, item 4a. and Page 56 item H: This language is very broad and vague. Potential bidders need to know upfront whether it would be considered a conflict if they have other business that promotes consumption of alcohol, alcohol-based products (such as flavored malt beverages) or licit drugs. If so, does it apply only to agencies with such an account currently? Or would it also be a conflict if the agency had such an account in the recent past? Preparing a proposal of this magnitude is very costly. Bidders need to know whether the entire bid is going to be disqualified based on conflict before committing to such an expensive outlay. This is identified as a mandatory pass/fail element, but no criteria are identified to evaluate a potentially complex situation. Would the Department please create

clear guidelines about what does and does not constitute a conflict? Can tobacco and gaming accounts be disregarded?

[See question 83.](#)

89. Page 12, Item B Technical Proposal Scoring and page 18 Item 4. Proposed Budget: The points listed for elements of the Technical Proposal include 60 points for the Proposed Budget. Yet Page 8, Step 3 states that the Cost Proposal will be judged separately from the technical proposal. Page 11, item A states that the Technical proposal “should contain no cost proposal information of any kind.” And page 20, Item V Cost Proposal states that “placing cost proposal data anywhere in the bid other than sealed [cost proposal] envelope will cause a bid to be rejected.” How are bidders to include budget information in the technical proposal to earn the 60 points without having their proposal rejected for violating the other instructions?

[See question 3.](#)

90. Page 14, Item d: How will client references be scored and documented? Are subcontractors' references also going to be scored and documented?

[ADP is asking for three client references with a total possible score of 5. ADP will contact clients with a pre-established list of questions and may asking clarifying questions.](#)

91. Page 17 and 28: Some items requested in the plan – collateral and local support – appear in both the advertising and PR modules. How are these to be distinguished between the two?

[The distinction is that collateral development and local support can occur in both public relations and advertising.](#)

92. Pages 18 to 20 – Line Item Budget Instructions: This section state that only actual salaries, operating expenses, overhead and administrative costs may be charged, and no other line items or fees may be included. This language does not allow for any profit. Yet there is a line item on the Sample Budget Form (Attachment G and Attachment F) that allows a profit.

Also, Attachment F asks for both Gross Media Buy amount and the Net Media Buy Amount. This suggests that a media commission IS allowed. Yet the Line Item Budget Instructions do not permit any fees. This also appears to be in conflict with Page 1 which allows commissions to be charged when it says bidders “must break out any commissions or overhead rates to be assessed.” Please clarify whether fees or commissions may be charged, and if so, whether only media may be marked up or may other hard costs or subcontractor costs also be marked up.

Is there a distinction made between media commissions and agency profit? May an agency charge both media commissions and profit? How are commissions and profit of subcontractors and/or media buying firms to be presented? Will these items be evaluated? If so, on what basis? What incentives do bidders have to keep profit and media fees low since the cost proposal is not going to be scored, but rather assigned points solely based on the lowest total amount spent?

[See question 3.](#)

93. No points appear to be clearly directed to criteria such as allocation of budget to key items, media weights achieved and added value to be delivered, all of which will have more impact on the success of the campaign than not spending part of the available budget. Can you explain the intent of this approach?

In addition to a budget score, which comprises less than 20% of the overall technical score, bidders must also score well on the proposed strategies and agency and creative capabilities section of the technical proposal.

94. Page 34, item C: How will bidders' performance on other projects be evaluated and documented?

ADP will contact references as part of the scoring of the agency capabilities. Additionally, ADP may review a proposer's performance under any current or prior grants, contracts or cooperative agreements with ADP and/or the state of California and may include, but is not limited to, a review of financial and programmatic audits. ADP reserves the right to reject a proposal or proposed subcontractor based on the proposer's failure to comply with a contractual requirement in a prior grant, contract or cooperative agreement with the state of California.

95. Page 44, item 13: What is the role of the federal government in the campaign? Are any federal approvals required?

The Federal Government does not have a role in ADP-RFP-06-5 and no federal approvals are required.

96. Page 46, item 15: Does this section mean that bidders are expected to include training events or conferences as a part of the work plan? Or does this apply to contractor attending training events or conferences? If the latter, how is the contractor to acknowledge support of the State?

This section is informational and would only become a requirement if a bidder proposes training events or conferences as part of its proposal.

97. Page 50, item H requires the contractor to "Secure added value of at least 30% through activities such as advertising promotion and bonus spots." Does the Department require that such added value be negotiated upfront as a part of the proposal? If so, what type of documentation would suffice to demonstrate that this criteria has been achieved? Are the 5 points noted at page 17, vii, the only points to be awarded for added value? Are there additional points for exceeding 30%?

ADP anticipates bidders to secure added value of at least 30% during contract negotiations with media companies. Agencies can demonstrate their ability to obtain added value for clients in discussing outcomes of case studies in the creative capabilities section.

There are no additional points for exceeding 30%.

98. It is unusual in our experience for a potential client to ask for the strategy, media mix and pricing during the first round of a review. This obviously is a major investment of our time which we're glad to make knowing a bit more about the landscape of the pitch. How many agencies

are participating in this review?

ADP will not know until February 12, 2007 when Letters of Intent are due. ADP will post the list of bidders the next day on ADP's website at www.adp.ca.gov.

99. It seems like the total budget does include media. A) Is this correct? B) If so, we're assuming you are a non-profit and rates can be negotiated at a reduced rate?

- a) Yes.
- b) ADP is a Government entity.

100. Does the California Department of Alcohol and Drug Programs have any existing relationships or partnerships with broadcast associations or networks that we should consider when preparing a media plan?

No.

101. You indicate that MSM is the primary target in year one. Is there a suggested ratio for greater emphasis on the MSM that you would like respondents to adhere to when developing suggested advertising plans? You indicate that the targets in years two and three may change as well – do you mean the ratio between the two identified targets or do you mean that you may be adding another demographic not mentioned? If you are adding a demographic, can you tell us what that is?

See questions 12, 45, 51 and 82.

102. Does the ADP have a separate current or future campaign targeting African Americans?

No. Also see question 51.

103. We would like to better understand how this campaign will be evaluated. In addition to measuring the effectiveness of the advertising, how does the ADP plan to evaluate the campaign? For example, through benchmark surveys?

See question 84.

104. May we have copies of the existing research data, including any benchmark surveys, focus groups, polls, etc..?

Please visit the ADP web site at www.adp.ca.gov and click on Methamphetamine.

105. If ADP hires two separate teams to implement the advertising and public relations components, how will ADP coordinate research?

Research may be included in both budgets. For instance it may be logical to include focus group testing within the advertising budget. ADP expects that research contained in one budget will be available to inform the other discipline.

106. Does the State want to launch the campaign at a specific time? Are there particular times when you'd like to have ads on the air?

ADP would like to launch the campaign as soon as practicable at the conclusion of the Partnership for a Drug Free America campaign in June.

ADP anticipates that the public relations campaign will lead out.

107. With regards to the Advertising Proposed Strategy section on page 17, can you please confirm that Collateral and Promotional Items and Local Level Support fall under the advertising scope of work as opposed to the public relations scope of work?

Collateral and promotional items can fall under advertising and public relations.
Outreach activities typically fall under public relations.

108. Is the State currently running any ads or other outreach campaigns regarding the abuse of methamphetamine?

ADP currently has a \$200,000 contract with the Partnership for a Drug Free American that concludes in June 2007. The Department also has a \$90,000 contract with the American Indian Training Institute for a public awareness campaign targeted to Native American women and covering methamphetamine abuse.

109. Is this a brand new initiative?

Yes.

110. Is there an incumbent agency for this work? Is so, who?

No.

111. To what extent can the county commissions play a role in this campaign? What is their staff and technical capacity?

ADP is looking to the agencies for suggestions on how to best incorporate in the campaign Administrators from County Alcohol and Drug Programs, commissions and other stakeholder groups.

112. Will you consider full creative concepts as a part of the written proposal, or should story boards, sample print ads, and so forth, be reserved for the oral presentation?

ADP would like to see creative concepts during oral presentations.

113. If the full amount isn't used up in the first year, can it "roll over" into year two?

No. Contracts for services or goods delivered after December 2007 should be negotiated during the first year of the campaign (April to December 2007).

114. For Asian language materials, how many/which languages are you expecting?

See question 14.

115. Are there specific geographic areas of focus, either overall, or for each of the target

audiences?

ADP is looking for a statewide campaign. Additionally, nearly all 58 counties report that methamphetamine is the primary drug of choice for admission to publicly funded treatment.

116. It seems as if the RFP wants to encourage meth addicts to get treatment. If so, which kinds of treatment programs does the State of California endorse?

Research indicates that methamphetamine-addicted individuals do better with residential treatment. There are currently less than 900 residential treatment facilities in the state. ADP has been exploring other treatment delivery options including providing intensive outpatient therapy with a sober living situation.

117. In addition to going after the meth user, does the State of California want to educate doctors and dentists about what signs to look for in their practices regarding meth addiction?

ADP is targeting this campaign to women of child bearing years and men having sex with men.

118. How does the State of California plan to address the controversy between traditional 12 step treatment and new medical advances in treatment for meth addiction?

Both 12 step and medical advances in treatment are important treatment tools in the continuum of care for addiction.

119. With regard to the requirement of a signature from the CEO, can we submit a signed letter from the President of the agency instead?

Yes.

120. Does the CPA that certifies as to the agency's gross annual billings need to an independent third party, or can it be an Agency employee who is also a CPA?

Either.

121. Gross annual billings are confidential and proprietary information of the Agency which is not generally released to the public. Can we obtain confidential protection for the information disclosed or include them in the cost proposal section?

Financial records received by ADP will be destroyed at the conclusion of the protest period or after any protest has been resolved.

122. Are we required to list the Agency's entire account history, or the account history of the California offices responding to the RFP?

Provide a complete list of clients from June 30, 2003 through June 30, 2006. Agencies may submit a National or California account history – whichever best demonstrates the agency's account history.

123. Most of our agreements with clients prevent us from disclosing information about their

account, including the size of the account in terms of annual billings. Can we obtain confidential protection for the information disclosed or include them in the cost proposal section?

ADP must have sufficient facts to determine the agency's ability to service the account.
ADP will accept approximate annual billings.

124. On page 45, the RFP states that the contractor agrees and warrants that the contractor is the sole owner of all rights in all deliverables. However, we may include licensed third party materials. If we obtain the appropriate license for ADP for such third party materials, is that sufficient?

Yes.

125. Is the DVBE 3% allocation a requirement?

No. See question 85.

126. Under the Agency Personnel section (p.25), if someone hasn't been with the agency since 2002, can we include their past accounts, duties and levels of responsibility?

Yes if currently working for the proposer.

127. Can you provide examples of indirect costs?

Costs that are not directly chargeable to a project - insurance, facility costs, licenses/permits, repairs/maintenance.

128. Are you expecting spec creative across all media recommended?

No, but reviewers should be able to see a clear campaign theme and the agency should be prepared to discuss all creative during oral presentations.

129. Are you expecting a full media plan?

No.

130. Does the page count specified in the RFP include appendices or are you open to additional materials like highlights from focus groups?

The page count does not apply to appendices. ADP will demonstrate additional information if it best demonstrates an agency's capabilities.

131. You list as the purpose of the initiate? Prevention, discontinued use and treatment, are these in priority of order?

All three are important and there is no priority order.

132. If the proposer has multiple offices (not subcontractors) in California which will work in the CA Meth Initiative, can these minimums be met as a total of all advertising/public relations efforts across applicable offices? (i.e. San Francisco office with \$2 million in PR combined with a Los Angeles office with \$2 million in PR)

Yes.

133. What role, if any, can subcontractors' billings in these years play in meeting these requirements?

They can be included.

134. Can you please provide some more specific information about which ethnic groups within the "Asian-Pacific Islander" designation should be targeted, as this designation covers a wide variety of people?

Please see question 14.

135. Which non-English languages should be included as part of the focus on Asian – Pacific Islander?

Please see question 14.

136. The Department specifically states the campaign should target the MSM population first. Should a larger portion of the PR campaign be devoted to this target, or does this mean the target should simply be addressed first chronologically, with an equal amount devoted to women 12-25 at a later time?

See questions 12, 45, 51.

137. A focus group on the MSM target population would likely indicate major urban areas as a geographic focus, however much of the state's meth use is also taking place in rural areas. Are rural or urban areas more or a priority for this campaign?

See question 115.

138. How much of the program should address rural areas where meth seems to be more prevalent?

See question 115.

139. Based on budget limitations, what types of media outlets is the Department expecting to see as targets in the advertising campaign (e.g. TV, radio, print, outdoor)?

ADP is looking for agencies to suggest an appropriate media mix based on the target audience and within budget.

140. Are the terms "budget" and "cost proposal" treated as interchangeable by the Department in the RFP?

Yes.